

EFFECTIVENESS OF PUBLIC DISTRIBUTION SYSTEM (PDS) WITH SPECIAL REFERENCE TO MANJERI MUNICIPALITY

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INTRODUCTION

The Public Distribution System (PDS) has a great role in our economy. It was established by government of India under ministry of consumer's affairs, food and public distribution. It is managed by state and central government of India. Public distribution also known as ration shop. The function of PDS is to distribute subsidized food items and non-food items to the poor people. To by these items through PDS people must have a ration card. The items distributed under PDS are kerosene and food grains such as rice, wheat, sugar etc. consumers get food grains at reasonable and fair price. That is price lower than market price through these ration shops. It is one of the important food security system in India. In the welfare state, one of the primary duties of the state is to provide food security to its people. Food and agriculture organization defines food security as all people at all times have both physical and economic access to sufficient and safe, nutritious food that meets their deity needs and food preference for an active and healthy life. This become more prominent in a country like India having high density population with cropping pattern most depend on rains and no regular assured system of irrigations due to which the availability of food stocks remains fluctuating over periods of time causing uncertainties. In now 2 million people out of 811 million people across the world will still be suffering from hunger, poverty and malnutrition. To overcome this stage, it is suggested that various long term and complementary steps to be taken. PDS is one of the public policy and it provides the welfare of the common people through the distribution of food grains at reasonable prices. Hence, welfare can be expressed explicitly as social welfare and economic welfare. Social welfare covers all factors which affect the individuals whereas the economic welfare deals only with the factors that are related to money.

SIGNIFICANCE OF THE STUDY

The Public Distribution System evolved as a system for distribution of food grains at affordable prices and management of emergency situations. The word PDS is synonymous with the word food security and also an important part of government policy for management of food economy. More than 80 percent of the people are availing the service of Public Distribution System. The Government has taken more steps and programme to overcome the problem of poor people. The PDS programme running under the control of government to eliminate poverty and ensure food security and therefore make a balanced economy. But most of that corruption and malpractices ruin the system. This study is relevant because a large majority of people depend on the system for their livelihood in pandemic situation also. The study is attempted to highlight the role and effectiveness of Public Distribution System with special reference to Manjeri Municipality. This study also reveals some suggestions to the government for the betterment of their working of Public Distribution System.

STATEMENT OF THE PROBLEM

Now a days Public Distribution System is an important service delivery mechanism in rural development. The basic objective of Public Distribution System is to ensure that essential commodities of daily use are made available at reasonable price to the public, particularly the vulnerable section of the society. The commodities are made available through a network of fair price shops. In present scenario Public Distribution System is most affordable part of economic development. So, this study tries to examine effectiveness of Public Distribution System with special reference to Manjeri Municipality, Malappuram District.

OBJECTIVES OF THE STUDY

The specific objectives of the study are:

1. To study the role and effectiveness of Public Distribution System.
2. To know the perception of customers towards Public Distribution System.
3. To identify the factors which influence customers to prefer Public Distribution System.
4. To understand the problems faced by them and suggest the measures for improving PDS.
5. To analyse the effect of food kit supplied through PDS during pandemic period.

SCOPE OF THE STUDY

The present study covers the role and effectiveness of Public Distribution System in Manjeri Municipality in Malappuram district. Scope of the study was limited to the 75 respondents of Public Distribution System. This study will also throw light on the perception of consumers towards Public Distribution System.

HYPOTHESES OF THE STUDY

H0: There is no significant relationship between monthly income of customers and amount spend for purchase through PDS.

H1: There is significant relationship between monthly income of customers and amount spend for purchase through PDS.

H0: There is no significant relationship between age of customers and awareness about the subsidized quality of food grains.

H1: There is significant relationship between age of customers and awareness about the subsidized quality of food grains.

RESEARCH METHODOLOGY

Research Design

The study is both analytical and descriptive in nature based on primary and secondary data.

Population

The customers of Public Distribution System in Manjeri Municipality, Malappuram district form the population of the study.

Sampling Design

Convenience sampling is adopted as the sampling design of the study. A sample size of 75 PDS customers has been taken into consideration for the purpose of the study from Manjeri Municipality, Malappuram District.

Sources of Data

Primary data: The primary data have been collected by using structured questionnaire. Secondary data: To support the analysis for this study secondary data collected from text books, journals/ magazines, daily and websites.

Tools for Data Collection

The data required for the study is collected by using structured questionnaire.

Tools for Analysis

Data collected from primary and secondary sources are processed systematically by applying method of classification, tabulation and analysis. The statistical tools used for data analysis were:

- Percentage analysis
- Weighted ranking
- Chi-square analysis
- ANOVA Statistical Package for the Social Sciences (SPSS) used for statistical analysis

Tools of Presentation

Appropriate tools such as tables, pie diagrams and bar charts are used for presentation.

Period of Study

The study has been conducted for a period of 3 months starting from January 2022 to March 2022.

ANALYSIS USING CHI-SQUARE TEST

4.1 RELATIONSHIP BETWEEN MONTHLY INCOME AND AMOUNT SPEND FOR PURCHASE THROUGH PDS

H0: There is no significant relationship between monthly income of customers and amount spend for purchase through PDS.

H1: There is significant relationship between monthly income of customers and amount spend for purchase through PDS.

Table 4.31 Monthly Income and Amount Spend for Purchase

| Monthly | Amount Spend for Purchase |
|----------------|----------------------------------|
|----------------|----------------------------------|

| Income | Less than 500 | 500- 1000 | 1000- 1500 | 1500- 2000 | More than 2000 | Total |
|---------------|------------------|--------------|---------------|---------------|-------------------|-----------|
| Upto 10000 | 34 | 0 | 0 | 0 | 0 | 34 |
| 10001-20000 | 4 | 0 | 0 | 0 | 0 | 4 |
| 20001-30000 | 2 | 0 | 0 | 0 | 0 | 2 |
| 30001-40000 | 9 | 3 | 0 | 0 | 0 | 12 |
| Above 40000 | 0 | 19 | 0 | 4 | 0 | 23 |
| Total | 49 | 22 | 0 | 4 | 0 | 75 |

Table 4.31(a) Computation of Chi-Square

| | Value | Df | Asymp. Sig. (2-sided) |
|---------------------------------|---------------------|-----------|------------------------------|
| Pearson Chi-Square | 65.664 ^a | 8 | .000 |
| Likelihood Ratio | 84.379 | 8 | .000 |
| Linear-by-Linear Association | 46.206 | 1 | .000 |
| N of Valid Cases | 75 | | |

Source: Primary data (Computed using SPSS)

Here the degree of freedom is 8. The chi square static provides a value of 65.664,84.376 and 46.206 which is significant at 5% level of significance (**0.000<0.05**), so the null hypothesis is rejected. That means there is significant relationship between monthly income of customers and amount spend for purchase through PDS.

ANALYSIS USING ONE WAY ANOVA

AGE OF CUSTOMERS AND AWARENESS ABOUT SUBSIDISED QUALITY OF FOOD GRAINS

H0: There is no significant relationship between educational qualification of customers and awareness about the subsidized quality of food grains.

H1: There is significant relationship between educational qualification of customers and awareness about the subsidized quality of food grains.

Table 4.32 Age of Customers and Awareness about Subsidised Quality of Food Grains

| Educational Qualification | Awareness about Subsidised Quality of Food Grains | | | | | Total |
|---------------------------|---|-----------|-----------|----------|------------------|-----------|
| | Strongly Aware | Aware | Neutral | Unaware | Strongly Unaware | |
| Illiterate | 0 | 0 | 0 | 0 | 0 | 0 |
| Up to 10 th | 3 | 10 | 4 | 1 | 0 | 18 |
| Plus two | 3 | 9 | 7 | 1 | 0 | 20 |
| Graduate | 4 | 9 | 12 | 0 | 0 | 25 |
| Post graduate | 2 | 2 | 2 | 1 | 0 | 7 |
| Professional | 1 | 3 | 1 | 0 | 0 | 5 |
| Total | 13 | 33 | 26 | 3 | 0 | 75 |

Source: Primary data

Table 4.32(a) ANOVA

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|-----------------------|-----------|--------------------|----------|-------------|
| Between Groups | 29.536 | 3 | 9.845 | 77.229 | .000 |
| Within Groups | 9.051 | 71 | .127 | | |
| Total | 38.587 | 74 | | | |

The result of one way Anova for the variable level of awareness towards the functioning of PDS among the education wise classification of respondents give f value 0.00, which is found to be not significant at 5% level ($p > 0.05$) hence the null hypothesis is rejected. So, there is significant variation in the mean scores obtained for the variable level of awareness towards the functioning of PDS among the education wise classification of respondents. That means there is significant relationship between educational qualification of customers and awareness about the subsidized quality of food grains.

FINDINGS

The major findings of the study after analyzing the data collected from 75 PDS customers of Manjeri Municipality in Malappuram District are:

- Large numbers of respondents are regular customers of Public Distribution System.
- Majority of the respondents are belonging to APL category.
- 64% of the respondents have blue colour ration card and 26.7% have white card
- Majority of the respondents are buying food items from Ration shops.
- Most of the respondents said that in their locality fair price shops are managed by local authority.
- Most preferred items from PDS are rice, wheat, kerosene, sugar, pulses, spices and condiments.
- All respondents get information about the availability of products through different modes, especially from their friends and relatives.

- Most of the respondents are aware about the subsidized quantity provided through PDS.
- Most of the respondents are buying food grains from PDS monthly.
- Most of the customers prefer PDS because of their low income level.
- Majority of the respondents spent less than 500 rupees for purchasing commodities from PDS.
- Most of the respondents said that PDS is fairly important for their family.
- 42.6% respondents are agreeing that their PDS dealer provides them up-to-date and relevant information.
- More than half of the respondents agree that PDS dealer behave fairly and friendly to the customers.
- Half of the respondents agree that their PDS dealer impartial to all customers.
- 48% of the respondents strongly agree that their PDS dealer impartial to all customers.
- Price charged by fair price shop is low as compared to other shops in the market 76
- Majority of the respondents agrees that fair price shops in their locality provides proper infrastructural facilities.
- 60% respondents agree that they got products through PDS as government prescribed.
- Prices of different articles are displayed outer side of the shop every time.
- Majority of the respondents neither agree nor disagree that malpractices are notified in dealing with weighing machines.
- Most of the respondents neither agree nor disagree with the statement that PDS system have special options for the redressal of complaints.
- Proper complaint box is placed in PDS shops
- All respondents availed free food grains during pandemic period.
- Most of the respondents rated quality of food kit availed during pandemic period as good.
- Most of the customers said that long queue is the main difficulty they faced while purchasing products through PDS.
- Most of the respondents opined that they sometimes get additional food kits during each festival seasons.
- PDS customers not facing much difficulties after introducing E-Pos system.
- Majority of the respondents rated PDS as average compared with private stores.
- The Govt. should stress more on availability of essential commodities.
- Majority of the respondents are satisfied with the overall performance of PDS.
- Whole of the respondents are interested to continue the use of services provided by PDS in

future.

- Monthly income of customers influence the amount spend for purchase from PDS.
- There is significant relationship between educational qualification of customers and awareness about the subsidized quality of food grains.

CONCLUSION

India is a developing nation and second largest population in the world. To ensure food security in India is an important function for the development of the country. PDS in India is one of the largest welfare programmes in the world with the primary aim of improving food and nutrition security of the socially and economically deprived sections in the country. PDS is considered as principal instrument in the hands of central and state government to providing safety net to the poor against the spiraling rise of price of essential commodities. Ration shops are grass root level functioning of the total public distribution system in India to ensure food security. That's why the study of effectiveness of PDS is important in this scenario. This study shows that how effectively the fair price shops are working in Manjeri Municipality, Malappuram district. The effectiveness can be assessed through the data collected from the municipal area. To conclude that most of people are depending on Public Distribution at least for an item. But in present situation the availability of food items is not adequate for the consumers. There is a need for increase the quantity of food items given through ration shop and also need to ensure the quality of food grains which supplied to consumers. The strong intervention from the government to ensure adequate full supply to every poor in the society helps to eradicate poverty by attaining food security. Therefore, it concludes that there is positive attitude towards Public distribution system in Manjeri Municipality.

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Source: Primary data

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